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APPLICANT

09/205,653

ELDERING ET AL.

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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

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m	BJ	IEEE Publication ""Goodies" in exchange for consumer information on the internet: economics and issues", by Chang, A.M., Kannan, P.K. and Whinston, A.B., January 1998, 12 pages.
	ВК	"AdForce Introduces AdForce EveryWhere: Advertising, Marketing & Promotions wherever a Digital Signal Can be Sent", by Business Wire, March 27, 2000 (3pp.)
	BL	"The AdForce professional management team, composed of seasoned high technology and Internet executives, is unique in the field of Internet advertising management.", by AdForce Co., March 27, 2000. (5pp.)
1	ВМ	"AdForce Strategic Partners", by AdForce Co. , March 27, 2000.(3pp.)

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EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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